

# **RJ REYNOLDS**

**TOBACCO COMPANY**

**J. Campbell**  
**Promotional Coordinator**

August 1, 1996

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**Williamsville, NY 14221**  
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**SEPTEMBER DORAL B2G1F / #601270**

Attached are your copies of direct account customer letters in reference to the *September Partners* promotion.

I have shipped enough sleeves to each direct account to cover case quantities - rather than display quantities. The reason for this is to give the direct account enough sleeves to ship number of displays based on case quantities they have received. Therefore, after *Partners* accounts have been shipped displays, there may be residual product/ displays remaining at the direct accounts. You can verify the amount of residual by comparing number of skus of sleeves shipped versus number of Displays on the attached retail lists.

It is important to ensure that the direct account utilizes any extra case quantities to ship displays to appropriate retail accounts.

Sincerely,

*Judy*

**J. Campbell**  
**Promotional Coordinator / 1610**  
**/jc**  
**cc: S. MacLeod**

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